

Wonderful Growth Of a Firm Linked With El Paso's History; Great Work For Building Up the Southwest Done By Pioneers

Firm Is Today Leading In Southwest Territory

Krakauer, Zork & Moye's Sucrs., Inc., Founded 28 Years Ago as a Small Retail Store by Three Young Men With Ideas of Great Possibilities For an Honest Business; Today the Floor Space Covers 5 Acres.

BY W. M. LAUGHLIN.

TWENTY-EIGHT years in business for the great trade area that El Paso now occupies. This spirit has never been missing. As the concern grew and newer blood came into its arteries, the new mingled with the old in the constructive work for El Paso and its Southwest. Today, Robert Krakauer, first vice president of the concern, is president of the chamber of commerce and a leader in the work that is being carried on to advance El Paso's advantages to the world, and thus in the year 1914, twenty-eight years after the founding of this progressive firm, one of its leaders is found identified with the growth of El Paso the city, with as much enthusiasm and energy in this work as its original promoters exercised in the development of the village of El Paso.

The late Adolph Krakauer, senior member of the original establishment, was one of the substantial, solid citizens of the city when good men were needed to bring out the best that was in the growing village. His identity with the advancement of the city continued as El Paso grew. He was always among the most public spirited men; always ready to contribute financially and by personal effort to the progress of El Paso.

Always Progressive. It was the axiom of the older days that Krakauer, Zork & Moye could be counted upon to do its share and more in every undertaking for the upbuilding of the city and the Southwest. Its traveling men were among the first to ride out over the undeveloped country to place their goods in the newly developed towns and mining camps; its advertising early carried out the news that El Paso was a supply point for the things that the newer communities needed; it was this firm that first put El Paso upon the commercial map as a distributing point and metropolis.

Pioneer Work of Firm. To the late Max Krakauer, formerly of El Paso and later of Chihuahua, Mexico, with G. Zork, now president of the corporation, and A. M. Krakauer, the firm owes much of its growth and prosperity. Through their efforts in Mexico, the name of Krakauer, Zork & Moye became as well known there as it is here. Their work was always in line with the progress-

ive spirit of the rest of the owners and employees of the original organization. W. H. Gillespie, Morris Beutner, F. M. Beall, Lee Burdick and P. C. March are others of the younger generation who have come into the firm in late years. All equally progressive; all equally endowed with the civic pride that has always been so interwoven into the life of the firm. All these men have been identified with the progress made by the corporation in late years, as well as with the more important increments for the benefit of El Paso.

Identified With El Paso History. So, it would be impossible to write a history of El Paso without including a history of the firm of Krakauer, Zork & Moye, Successors, Inc. The firm started, it might be said, when El Paso started, for it was founded just at the time when El Paso was laying aside its village clothes and bursting into being as a trade metropolis and a city. Its growth has been steady. The sound business policy, its fairness to the trade, the fact that it always carried complete lines; that it did its business systematically; that it gave as much attention to small things as to large ones; that its name was a guarantee and its guarantee as good as a government bond, have won for it recognition throughout the Southwest such as it received from its inception in El Paso.

Pioneer Work of Value. Experts of the firm have studied conditions of the Southwest, and have sought to meet these conditions; to promote them, even where the promotion was for the benefit of the city and section. As an example, the firm was among the first to test out irrigation machinery for the valley; it was the first to have its men make a study of conditions and needs and select the machinery that would best suit these needs. This did not apply solely to rounding country. Conditions were studied in other communities and when a decision was reached, this El Paso house was first on the ground with its products. Tried and tested, these products found favor and the firm profited and El Paso profited. Soon it became a by-word that "El Paso can supply it" when machinery was mentioned, and El Paso meant the pioneer institution of Krakauer, Zork & Moye, for the firm had established its right to this by its early foresight and industry. Thus in reaching out for business for itself—often at a cost that was not returned for many years, in cases of experiments and tests—the establishment did much to draw attention to El Paso as well as to itself.

Some Interesting History. The beginning was humble, and the progress was for a time slow, but always certain. In recent years the growth has been enormous. With its reputation established, its stock complete, its prices stable and uniform to all, Krakauer, Zork & Moye were ready to reap the harvest when the great prosperity wave began to engulf the Great Southwest.

The first house of the firm—established by the late Adolph Krakauer, Gus Zork and Edward Moye—was but a retail establishment, a small building where the Grecian theater now stands. It required all the capital that these three young men could command to establish the concern, but they had faith in El Paso and its surroundings, and they had ideas about business. They decided that there was room to build up a great institution if they did it right. They did not set to work to clean a fortune in a year nor in two years, but they set out to build up a business with a reputation; to establish themselves and to grow as the Southwest grew. The money they made, little at first but increasing year by year, they put back into the business. This policy has been followed throughout the 28 years of the house's history and today the five acres of floor space occupied by the stocks of the firm in El Paso stand as a monument to the efforts of the young men who laid the foundation over a quarter of a century ago.

New Men Same Policy. Gus Zork, the present president, is the only one of the original founders still identified with the business. New men are at the helm, but the spirit of the founders has survived. In 1908, three years after the establishment of the original El Paso house, the business had grown to such proportions and the Mexican trade was so great that the firm decided upon the establishment of a house in the city of Chihuahua. This branch of the business has grown up with the home establishment in El Paso and today the Chihuahua house covers a floor space of four acres and the stock carried is so many more times valuable than the original stock in the original store that it is impossible to make comparisons. In 1909 the firm lost by death Max Krakauer, who at that time was in Chihuahua. In 1912 Mr. Moye retired, and the firm was incorporated under the name of Krakauer, Zork & Moye's Sucrs., Inc. Tremendous Annual Business. The period of time covering the events mentioned above marks a wonderful advance and enlargement in the business—from a concern doing only a few thousand dollars' worth of business a year to one that sells annually almost \$2,000,000. On January 21 of this year death claimed the president and senior founder, Adolph Krakauer. Mr. Zork was then elected president, with the following board of directors: G. Zork, president; Robert Krakauer, W. H. Gillespie, J. A. Krakauer, A. M. Krakauer, Morris Beutner, F. M. Beall, Lee Burdick and P. C. March.

Who the Officers Are. Robert Krakauer, the first vice president, is a son of the late A. Krakauer and first identified himself with the

business in 1885, and has seen it grow to its present magnitude. W. H. Gillespie, the second vice president, was formerly identified with the Mitchell-Powers Hardware Co., of Bristol, Tenn. His extensive experience in the hardware line is exemplified in the skill and capable manner in which the purchases of this large concern are handled. J. A. Krakauer, the assistant secretary and treasurer, identified himself with the business in 1897. He is also a son of the late A. Krakauer. The financial and machinery departments receive his particular attention. A. M. Krakauer, the assistant secretary and treasurer, entered the business in 1894 and is actively engaged in the management of the Chihuahua house. He is the son of the late Max Krakauer. Morris Beutner is also connected with the Chihuahua house and assists in the management of this establishment. F. M. Beall, formerly with the Luthie Hardware Co. of Des Moines, Iowa, identified himself with the firm in 1898. Mr. Beall is sales manager. Lee Burdick, who is manager of the machinery department, was before his affiliation with the business, connected with the Fidelity Hardware Co. of San Angelo, Texas. P. C. March was before coming to El Paso, with the Mahoney-Jones Co., at Bristol, Tenn., and is cashier of the El Paso house.

Merit Recognized. The firm realizes that its success has been, is now and always will be due not only to the labors of its officers and directors, but also to the faithful services rendered by its many employees. It is the policy of the company to recognize merit and faithful service by advancing to responsible positions those who show themselves worthy. Many of its employees have been with the firm for a great many years. Besides the officers, the following are connected with the company in El Paso: C. L. Caspar, salesman in Southwestern New Mexico and Eastern Arizona; R. V. Davis, salesman in Southwestern New Mexico and West Texas; Ed Harvey, city salesman; J. H. Conolly, traveling machinery salesman; R. F. Knickmeyer, C. H. Hopfield, E. Flanagan, Walter Miller, Mrs. G. M. Cole, Mrs. Lett, Miss Little, Mrs. Taylor, Miss Goff and Miss Flaherty are all in the office.

The retail department is in charge of P. J. Elmendorf and is assisted by Messrs. Lamsden, Redwein, Thompson, Cato, Schafer, Massman, Goan, Stevenson, Anno and Santana. Mr. Pave is in this department and has charge of the builders' hardware. Miss Make operates the telephone exchange. The Wholesale Department. G. B. Davis is superintendent of the wholesale department and is assisted by G. T. Hines, shipping clerk; H. W. Crockett, receiving clerk; John Most, Robert Doering, A. Molino and Felix Alvarez. Assisting them are Messrs. R. Davis, Rodella, Apacio, Ornelas, Takamantes, Grande, Dreyas, Alvarez and Melendez.

The machinery shop is under the supervision of John Ita and in this department there are Messrs. C. Dietert, G. Dietert, Halch, Renner, Munoz, Alrig and Bennett.

The Three Registered Trade Marks

The trademarks illustrated on the last page of this supplement are registered in the United States Patent office, giving the firm of Krakauer, Zork & Moye's Sucrs., Inc., exclusive use of these names as applied to merchandise as handled by them.

A trade mark unless it implies in its use, quality, falls short of its effectiveness, and the object of using it is not attained.

In adopting the three trademarks illustrated, the firm of Krakauer, Zork & Moye's Sucrs., Inc., had in view the placing of these brands on their merchandise, meaning that they should exemplify a grade and quality of material behind which would stand the guarantee and reputation of this large corporation.

The leading trademark that will be used will be the KRACKAJACK. This word in its ordinary usage and the common way of spelling it is, it is true, rather hackneyed, but as applied particularly to the firm using it, which is commonly known by the first of its three corporate names, "Krakauer's," the word KRACKAJACK, with its three capital K's, immediately brings to mind the firm of Krakauer, Zork & Moye's Sucrs., Inc. The spelling of the word as registered in the Patent Office, is peculiar and further tends to call attention not only to the trade mark itself, but also to the house using it.

The firm intends that KRACKAJACK shall mean quality, service, price, and in fact all those things which enter into successful merchandising. The trade mark was first suggested by the first president of the corporation, the late Mr. Adolph Krakauer, and those now connected with the corporation regret only that Mr. Krakauer could not live to see the gratifying way in which this trade mark has taken hold.

It is no uncommon thing for this firm to receive letters, checks, post office orders, simply addressed KRACKAJACK, El Paso. The Post Office knows where to send the mail.

GATE CITY, a trade mark peculiarly well suited to El Paso, the GATE CITY or gateway of the Southwest, not only into Mexico, but leading also through the pass into the mining, farming and ranching districts of Arizona and New Mexico.

The house feels that this trade mark will also be as well known and as popular among the trade as the KRACKAJACK, as customers buying goods branded in this way have the satisfaction of knowing that the firm stands behind every article so marked.

The third brand is another one which, in view of the fact that Krakauer, Zork & Moye's Sucrs., Inc., have a house also in Chihuahua, Mexico, is bound to be recognized as distinctive not only of the business house which is using it, but also of this part of the country. The CACTUS, a plant which is prolific in all this Western section, is associated in the minds of the public particularly with Mexico, as the Mexican emblem itself carries the cactus as part of its design. The merchandise that will be branded with this CACTUS mark will be sold and put out to the trade, just as those branded the KRACKAJACK and GATE CITY.

In buying any of the brands mentioned above, the public may feel certain that they will get value received for their money, a hundred cents' worth of merchandise for a dollar, and the best guarantee that can be offered to the buying public that this is so is the fact that this firm from its humble beginning has been able to build up a business of the size that it now has.

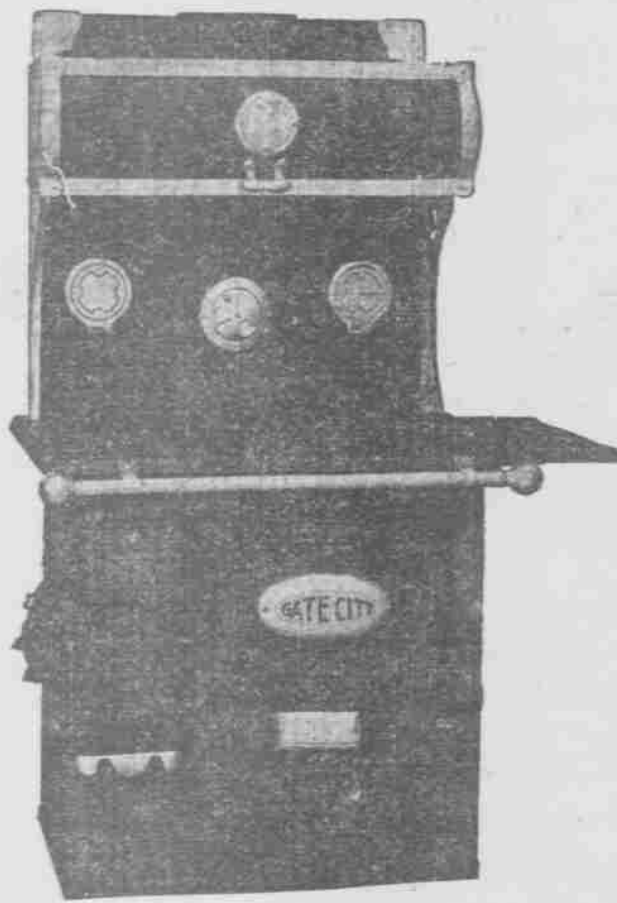
It is not only hard work, persistence, attention to business, that makes for growth and enlargement, but behind this must also be honesty, uprightness, fair treatment, and in fact a "square deal." The firm, therefore, has no hesitancy in saying that the trade marks, KRACKAJACK, GATE CITY, and CACTUS, have in the past, do now, and always will stand for a square deal and that hardware, supplies and other goods handled by Krakauer, Zork & Moye's Sucrs., Inc., with these trademarks on them will have the backing to the fullest extent of this business house.

GATE CITY RANGES

A Range

of wrought steel construction and Colonial design. Trimmed with an idea of beauty, while requiring a minimum amount of labor to keep it clean. Has a large warming closet, electrically welded non-rust steel body, large flues, asbestos lined and fire box with duplex grate.

A Stove You Will Like



The Price

makes it popular and the three sizes we carry give you variety to choose from. It is our biggest seller and will be as popular with you.

- No. 4814—Four 8 inch holes—14x18 oven—230 lbs.
- No. 6816—Six 8 inch holes—16x18 oven—250 lbs.
- No. 6818—Six 8 inch holes—18x18 oven—265 lbs.

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SEND FOR OUR NEW STOVE CATALOGUE—JUST OFF THE PRESS

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MAKERS

KRAKAUER, ZORK & MOYE'S S. I.
SOLE DISTRIBUTERS